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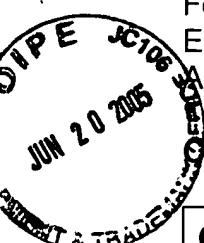
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For: Creative Idea Generation Process

Examiner: Susanna M. Meinecke Diaz

Art Unit: 3623



Claims Chart / Reply to 37 C.F.R. 1.105 Requirements for information:

Claim Element	In Prior Art Before 02/01/2000? Yes/No/Un- known	ID Prior Art	Comments
Claim 1. A method for generating creative ideas for marketing and advertising a product or service, the method comprising:	NEW		
selecting a team coordinator;	NEW		Nothing in prior art that we are aware of, but certainly having a leader is widely done.
defining the scope of a conceptual design using a fixed-fluid analysis;	NEW		
selecting at least one immersion stimulus, each stimulus relating to the product or service and corresponding to an intelligence selected from one of verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical;	Yes	Identified as (0008) in published patented application # US2002/014762 7A1	Inspired by Multiple Intelligence learning, but substantially modified for this invention to be applicable to new product innovation and marketing.
selecting at least one team member having an aptitude representative of one of the intelligences;	NEW		To my knowledge, never been done before

conducting an immersion session by exposing each team member to the at least one immersion stimulus;	Yes		Most like a 'brainstorming', but differs substantially due to nature of participants and stimulus
and conducting energized idea generation exercises with the team members to produce an energized idea having a plurality of facets, each relating to the product or service,	Yes, but substantially different	Identified as (0010) US Patent 5,663,478 in the patent application US 2002/0147627A1	Most like this prior art example, but substantially modified/improved to ensure 'stimuli' is designed to go beyond verbal and logical facets of an idea.
wherein the energized idea is capable of being implemented as a complete conceptual design for the product or service.	NEW		The uniqueness and salience of the output is directly related to the stimuli input into the ideation and immersion phases.
Claim 2. A method according to claim 1, further comprising assessing the energized idea produced by conducting energized idea exercises by the team coordinator and at least one team member	NEW		
to evaluate the appeal of the energized idea to each one of verbal, visual, spatial, musical, emotional, worldly, practical, and physical intelligences.	NEW		

Claim 3. A method according to claim 2, further comprising rejecting the energized idea if the evaluation of the appeal is not positive for a majority of the intelligences	NEW		
and accepting the energized idea if the evaluation of the appeal is positive for a majority of the intelligences.	NEW		
Claim 4. A method according to claim 1, wherein the defining the scope, selecting at least one immersion stimulus and selecting at least one team member are done by the team coordinator.	NEW		
Claim 5. A method according to claim 4, wherein the team coordinator selects at least five team members, each team member having an aptitude representative of a different one of the intelligences.	Yes	Identified as (0008) in published patented application # US2002/014762 7A1	The criteria for selection was inspired by Howard Gardners Multiple Intelligence Theory, but was modified and adapted to be relevant to new product and marketing

Claim 6. A method according to claim 5, wherein the team coordinator selects at least five immersion stimuli, each stimulus relating to a different one of the intelligences.	Yes	Identified as (0008) in published patented application # US2002/014762 7A1	Stimulus is modified and adapted to be relevant to new product and marketing innovation
Claim 7. A method according to claim 1, wherein selecting at least one immersion stimulus comprises selecting at least five stimuli, each stimulus relating to a different one of the intelligences.	NEW		
Claim 8. A method according to claim 1, wherein selecting at least one team member comprises selecting at least five team members, each team member having an aptitude representing a different one of the intelligences.	NEW		

Claim 9. A method according to claim 1, wherein the aptitude of the at least one team member is not directly related to the product or service.	Yes		I am aware of a practice where external expertise is sometimes used to engage a team in discontinuous thinking. This effort different substantially because we are not seeking different 'expertise', but different ways of perceiving and communicating ideas.
Claim 10. A method according to claim 1, wherein a time period between selecting the team coordinator and producing an energized idea is less than six months.	NEW		There is no standard time frame that I am aware of
11. A method according to claim 10, wherein the time period is less than two months	NEW		There is no standard time frame that I am aware of
Claim 12. A method for generating creative ideas for marketing and advertising a product or service, the method comprising:	NEW		

<p>defining the scope of a conceptual design for the product or service;</p>	<p>NEW</p>		<p>While a project usually does start with some parameters, this is unique and new in that the scope is viewed through the lens of assets and opportunities viewed through the lens of multiple intelligence, and then further improved by ascertaining which of these assets is fixed (unchangeable) vs. fluid (open to change).</p>
<p>selecting at least four immersion stimuli, each stimulus relating to the product or service and corresponding to a different one of an intelligence selected from one of verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical;</p>	<p>NEW</p>		
<p>selecting at least four team members, each team member having an aptitude representative of a different one of the intelligences;</p>	<p>NEW</p>		

exposing each team member to each immersion stimulus;	Yes	See Prior Art (0010)	While the idea of encouraging participants to use think in different ways is not new, this is substantially improved to not just 'think' in a different way (all logical exercises), but to 'understand' and 'absorb' stimulus in a way that goes beyond rational thinking...giving it unique application to new product and marketing innovation.
conducting energized idea generation exercises with the team members to produce an energized idea having a plurality of facets, each relating to the product or service, the energized idea being capable of being implemented as a complete conceptual design for the product or service;	NEW		Completely unique in that the plurality of facets generated at the ideation phase and the idea that is capable of being implemented are a) linked via multiple intelligence stimulus and output; and b) uniquely designed to meet growing needs in conceptual design to go beyond rational benefits and attributes.

and assessing the energized idea by evaluating the appeal of the energized idea to each of the intelligences.	NEW		Completely unique by nature of the recruiting and group make-up.
Claim 13. A method according to claim 12, further comprising selecting a team coordinator for defining the scope, selecting the at least four immersion stimuli and selecting the at least four team members.			
14. A method according to claim 12, wherein assessing the energized idea further comprises repeating conducting energized idea generation exercises to revise energized ideas that are evaluated as having negative appeal,			
followed by reassessing the revised energized ideas.	NEW		New by nature of the team make-up, the stimulus provided and getting input from the range of intelligences.

Claim 15. A method according to claim 12, wherein the aptitudes of the at least four team members are not directly related to the product or service.	Yes		I am aware of a practice where external expertise is sometimes used to engage a team in discontinuous thinking. This effort different substantially because we are not seeking different 'expertise', but different ways of perceiving and communicating ideas.
Claim 16. A method according to claim 12, wherein a time period between defining the scope and producing an energized idea is less than six months.			
Claim 17. A method according to claim 16, wherein the time period is less than two months.			
Claim 18. A method of generating creative ideas, the method comprising:	NEW		
identifying a subject for creating a conceptual design;	NEW		This is done via the fixed/fluid analysis
defining the scope of the conceptual design;	NEW		Same as above

selecting at least one immersion stimulus, each stimulus relating to the subject and corresponding to a different one of an intelligence selected from one of verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical;	Yes	Identified as (0008) in published patented application # US2002/014762 7A1	Inspired by Multiple Intelligence learning, but substantially modified for this invention to be applicable to new product innovation and marketing.
selecting at least two team members, each team member having an aptitude representative of a different one of the intelligences;	NEW		
exposing each team member to each immersion stimulus;	Yes	See Prior Art (0010)	While the idea of encouraging participants to use think in different ways is not new, this is substantially improved to not just 'think' in a different way (all logical exercises), but to 'understand' and 'absorb' stimulus in a way that goes beyond rational thinking...giving it unique application to new product and marketing innovation.
and conducting energized idea generation exercises with the team members to produce an energized idea having a plurality of facets, each relating to the product or service,.	Yes		Most like a 'brainstorming', but differs substantially due to nature of participants and stimulus

wherein the energized idea is capable of being implemented as a complete conceptual design for the product or service.	NEW		The uniqueness and salience of the output is directly related to the stimuli input into the ideation and immersion phases.
Claim 19. A method according to claim 18, wherein one of the team members is a team coordinator, the team coordinator selecting the at least one immersion stimulus and selecting the remaining ones of the at least two team members			
Claim 20. A method according to claim 18, wherein a time period between defining the scope and producing an energized idea is less than six months.			
Claim 21. A method according to claim 20, wherein the time period is less than two months.			
Claim 22. A method according to claim 21, wherein conducting energized idea exercises comprises holding at least two meetings with the team members over a period of between four to six weeks,			

the team members performing energized idea exercises at each meeting.			
Claim 23. A method according to claim 18, wherein conducting energized idea exercises comprises holding at least two meetings with the team members over a period of between four to six weeks,			
the team members performing energized idea exercises at each meeting.			
Claim 24. A idea generation method for a group led by a team coordinator to rapidly generate multi-faceted creative ideas having a broad appeal for a conceptual design, the method comprising:	NEW		
the team coordinator defining the scope of the conceptual design;	NEW		Uniquely done via fixed/fluid analysis
assembling the group by the team coordinator, the group representing at least three different intelligences;	NEW		
selecting at least three immersion stimuli by the team coordinator, each stimuli corresponding to a different intelligence;	NEW		

conducting group meetings led by the team coordinator;	Yes		While meetings are often led by leaders, we have applied this practice to the development of new products and initiatives.
performing energized idea exercises at the group meetings using the at least three immersion stimuli;	NEW		Energized idea exercises defined as exercises designed to stimulate different intelligence types.
generating an energized idea having a plurality of facets, each facet relating to a core idea of the conceptual design, the energized idea being capable of being implemented as a complete conceptual design.	NEW		Totally new concept and execution.
Claim 25. The method of claim 24, wherein the intelligences represented in the group and immersion stimuli are selected from verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical.			
Claim 26. The method of claim 25, wherein a time period between defining the scope and generating an energized idea is less than six months			

Claim 27. The method of claim 24, wherein a time period between defining the scope and generating an energized idea is less than six months.			
Claim 28. The method of claim 27, wherein the time period is less than two months.			
Claim 29. The method of claim 28, wherein conducting group meetings comprises conducting at least three group meetings.			
Claim 30. The method of claim 24, wherein conducting group meetings comprises conducting at least three group meetings			